CHAPTER- 3
MEDIA AS A TOOL
This chapter deals with the use of media as a tool to curb the growing menace of HIV/AIDS. It shows how different channels of media can help in fighting this disease. Reporting of the HIV/AIDS is also discussed foremost aspect of media in creating awareness about HIV/AIDS and how the issue is being reported in the media and to support this some guidelines laid out by Press Council of India are also highlighted. How media is evolved from basic tool of giving information to the biggest tool to control HIV/AIDS and what are the development that has taken place over a period of time in media. The chapter highlighted the developments in print and electronic media in promoting HIV/AIDS prevention in cities as well as in rural areas. The new ways and types of outdoor advertising are also discussed.

The mass media have played a visible role in AIDS epidemic in developing country since its first occurrence in the early 1980’s. Almost all countries in the developing world used some form of media to address the issue. In the beginning these efforts focused on raising the awareness, modes of transmission and the means of prevention. The efforts made a good response and considerable success in raising awareness in most countries with some 90% of the population know the basic facts about HIV/AIDS. In the past few years, communication programmes have expanded to address the full continuum from prevention to treatment to care and support.

Mass media interventions are programmes or other planned efforts that spread messages to produce awareness in a bid to change behaviour among an intended population through media that will reach a broader audience. The media includes TV, Radio, print, internet and outdoor advertising and can take different forms such as video spots, radio variety shows, radio jingles, songs, soap operas, music videos, pamphlets, billboards, posters, hoarding and interactive websites. Social, cultural,
political, legal, and economic affairs often serve as obstacles to change in behaviour, though context can also facilitate change in certain circumstances. Within this context, the mass media is expected to affect a series of psychological factors, including knowledge, attitudes and self efficacy.

A very important task before visual and non visual vehicles of media apart from making awareness and providing knowledge base about HIV/AIDS is also remove the myths and wrong information about the spreading of the virus and social acceptability of the affected persons. Paucity of information leads to denial and rejection of PLHWA at personal and social level. It is the most common fact in India society and a misconception that individuals who are immoral and social deviant are affected by HIV/AIDS. On one hand the stigma and discrimination attached with the diseases may hinder them from having information and on the other hand some believes that they cannot be infected, promotes denial and keep themselves aloof from realities of the disease.

Addressing the media leader’s summit on HIV/AIDS, the Prime Minister Dr. Manmohan Singh stated while focusing attention on research for finding a vaccine for pandemic, no stone should be left unturned in preventing its occurrence by using media in an intelligent and creative manner. In the absence of a vaccine, the social vaccine of education and awareness is the only preventive tool we have. It is appropriately said that prevention begins with information and media is one which conveys information and molds public opinion.

Counties like Thailand have recorded a decline trends of HIV/AIDS infection have demonstrated that this pandemic beats a retreat in the face determined and sustained massive efforts in generating awareness among people and empowering people to combat it in an effective manner.
In June 2001 at UN General Assembly special session on HIV/AIDS, a landmark gathering, the Heads of States and representatives of governments affirmed that ‘Beyond the key role played by communities, a strong partnership among governments, the United Nations system, people living with AIDS and vulnerable to it’ The media, parliamentarians, foundations, community organizations and leaders are important.

The media has the capacity to spread and make widespread awareness on HIV/AIDS, and changing their behaviour so as to prevent them and vulnerable to infection. It has a very important role to play in combating against AIDS. It is well proved notion that ‘Education is the vaccine against AIDS’.

For better communication and dissemination of messages, the development of the society is also needed. To a greater extent development may be a key to understand communication. We can say in other words communication and development are the major domains of human behaviour which are closely linked to each other. The process of development calls for a strategy of communication which focuses on altering the target recipients of information to seekers of information. The Triple M theory that denotes emergence of mass society, mass culture and mass communication and links it to the formation of nations and societies as result of geographical social and psychic mobility.

There are numerous ways of defining communication. According to Lee Thayer, the basic purposes of communication are the information, command or intrusive function, influence or persuasive function and integrative function. In order to fulfill these varieties of approaches, they should be ranged from intrapersonal to interpersonal, with every approach there be an individual function.
Mass communication can best serve in the process of change, it is defined as a science, art and indeed as a subject matter. Mass communication or in generated term ‘Media’ is much more than editing, reporting, broadcasting or telecasting. All meaningful social interactions are communication. Without communication there is no society as there will be no dissemination of messages between the people. One of the main functions of the mass communication is change or guides other people’s behaviour.

Mass media can create an environment, make issues out of topics, and help to create a favourable social climate, counter hostile propaganda, dispel rumours and clarify doubts.

For the purpose of spreading messages about AIDS and related subjects, and in order to reach out to different target groups one on more media has to be used. A wise combination of methods and media will depend upon the target audience and the contents of the messages. While selecting the methods and the media, one has to consider the background of the target audience, their communication patterns, power structure of their society, culture etc. Methods of communication could range from individual contacts, group discussion, demonstrations and campaign methods to mass communication. Mass media does not directly change behaviour but it provides an ambience suitable for behaviour modification. Mass media can make a topic popular, fashionable or noteworthy of attention. A message when picked up by a few opinion leaders can be spread around and become a way of life.

**Mass Media for Communicating About HIV/AIDS**

Mass media represents the most readily available and potentially most economical means of imparting information about HIV/AIDS. Along with other forms of communication the mass media can effectively
raise public awareness and concern about HIV/AIDS. However efforts to curb the HIV/AIDS epidemic cannot rely on news media to do on their own. Communication experts have called for the mass education of the general public and argued that this large scale education has the potential for not only correcting misinformation, but also creating and maintaining a more favourable environment for AIDS prevention.

Media has been involved in the coverage of AIDS issue, since the very beginning and hence it cannot emotionally immune to this epidemic. The earliest press coverage of the disease was when it first surfaced as a gay disease over the years, the nature of press coverage of the disease has changed and also its treatment. Many forms media comes to into the reckoning with each making its own presence. But the quality of coverage of the disease has changed dramatically. Initially the press coverage could be analysed as crude and insensitive as it is emphasized on the sex lives of a certain group and only reflected the public opinion at that time. Those were the times when exposure of media is very limited and the public does not have the content to frame their opinion, when the society matured over a period of time, the press grew too. An expert group concluded at their meeting at the WHO (1993) that mass media campaigns have promoted widespread AIDS awareness, safer sex and condom use. An analysis of 10 major social marketing programmes concluded that mass advertising has contributed more to increased condom sales than any other factor including price, cultural attitudes towards family planning and the level of national socio-economic development. Evaluation studies have shown that there have been positive changes in condom using following AIDS prevention campaign in the Netherland, Switzerland, United Kingdom and the USA. For example, the Swiss campaign resulted in over 50% increase in the use of condoms. For better understanding of the awareness campaigns and good
knowledge about what had been said in the messages is that the receivers should be educated enough to understand it.

Reporting in Media

One of the foremost aspects of media in creating awareness about HIV/AIDS is how the issue is being reported in the media. Reporting in the media can have far-reaching effects amongst the public. According to the agenda setting hypothesis of Macomb and Shaw, mass media are the directors of our perceptions. They acquaint the masses with a certain portion of reality and through this familiarization agenda setting as done. Rogers and Dearing came down on simplistic formula of Macomb and Shaw. Real life indicators of the issue should be there for any agenda to be set at all. As it is common that knowledge is a selective perception and the cognitive dissonance helps the audience to choose the message of their liking, thus, the messages given by the media must find
reinforcement in personal life and experiences to be accepted. These mass media efforts have to be supported with interpersonal and group efforts to fight the ignorance about this situation. It is convenient to think about communication from the communications point of view but is interesting to note the receiver’s viewpoint. Whilst the communication might create the message, it is receiver who created the meaning.

Messages do not enter the receiver’s head exactly as the communicator desires. Messages are interpreted and analysed intellectually and meaning is constructed by the receiver. Mass media must careful not to sensationalize news about AIDS, which can cause undue panic. According to the London based UK NGO consortium for the third world countries reporting be misleading due to:

1. Inaccuracies or careless use of language.
2. Indiscriminate reporting of scientific information or unbalanced selection of scientific stories.
3. Misinterpretation or sensationalisation of information.
4. Personal attitude of reporters and editors which have influenced their reporting.
5. Repeating information which though accurate at the time, has later been proved wrong.
6. Failure to keep pace with rapidly changing information.
7. Unfortunate use of quotes which seem to give credence to accurate and sometimes changing information.

**Guidelines for Reporting by PCI**

The Press Council of India under the mandate 13(2) of the PCI Act, 1978 has made guidelines for reporting in media in order to bring functioning to the level of disciplines. The guidelines for the coverage of HIV/AIDS were introduced in the year 1993. The need for these
guidelines was felt when there were huge misconceptions about the disease were reported by the journalist who knew nothing about the disease and presented it in a very disgusting form. Fear was created in the minds of the general public through different forms of media like Newspaper, TV and Radio. The situation arises when an incident involve reporting of two children Bensy and Benson and the subsequent false reporting of the demise of Bensy, a child with HIV/AIDS. This aggravates the matter which resulted in the intervention of High Court of Kerala, who directed the PCI to make guidelines regarding the reporting of HIV/AIDS cases. The guidelines are formulated under the aegis of UNAIDS and are for both media print as well as electronic medias. The court also directed the PCI to strictly monitor that journalist should follow these guidelines.

The guidelines were formulated so that the media informs and educates people and not alters or scares them. Guidelines state that the journalists must ensure that their story is objective, factual and sensitive, more so when they are reporting on HIV or AIDS. While reporting on HIV and AIDS, the journalists should be careful to get scientific and statistical information right. The reports should keep abreast with changing realities of the fast evolving infection and should use appropriate terminology that is non-stigmatising. The reports should keep abreast with changing realities of the fast evolving infection and should use appropriate terminology that is non-stigmatizing. Uphold confidentiality and obtain informed consent. Journalists should not disclose the identity of the person infected with HIV unless they have specific permission to do so. Whenever possible, they should get written consent from the person to be interviewed.

They should also ensure that media photographs do not breach confidentiality or privacy of infected persons and their families. Ensure
that photo captions must accurate and make justice to the photo. All care should be taken not to focus on specific gender and the reporting should be sensible sensitive reporting and avoid reporting of same type of stories. Data should be obtained from a reliable source as unreliable or inaccurate data can increase the chances of adverse impact on the minds of the affected person. A journalist must inform the interviewee that what should be the results or backlashes a person can face after publishing or airing of the interview. If possible a written consent must be taken by the journalist from the person to be interviewed.

**Evolution of Media**

Although the HIV infection is a serious issue, it is important to treat it deliberately and not to cause unnecessary panic among the public strategies have to be devised by which public is made aware and not alarmed as opposed to regular media programming, but well planned campaign which utilize the full potential of mass media and entertainment. Research has established that mass media are most likely to change behaviour when the information is targeted at specific audiences, comes from a credible source, provides a personally relevant and engaging message.

Effective use of media requires careful planning, audience research, message development, pre testing, dissemination strategy, evaluation, coordination with existing services and linking mass media with interpersonal communication. It is important for the audience to recognize the salience of issue or its usefulness in their lives even if it clashes with their value system. Attitudes consist of direction, intensity and salience. Of the three components Lemert suggest, it would be easier to establish the salience of issue in the minds of the people than other two. If people are convinced that the issues or problems are salient to
them, they may be able to overcome their aversion to them enough to absorb some information about the issue\textsuperscript{14}.

The government of India has undertaken several programmes for the prevention of HIV and for dissemination information about the epidemic. These programmes have been undertaken at national level and are directly or indirectly assisted by international agencies on such programme, National AIDS Control programme (NACP) was launched by government in 1987. The World Bank assistance for this was $84 million at that time. The programme functions through its agency the National AIDS Control Organization (NACO). NACO involves multiple AIDS related activities concerned with AIDS control programmes. At the central level NACO is involved in the planning, consulting, implementing, monitoring and assisting various steps undertaken by the AIDS control cells operating from various states and union territories. NACO also aims at essential areas like blood safety, control of sexually transmitted diseases, setting up of surveillance centers for testing of HIV virus of which 62 centers are already operating in the country\textsuperscript{15}.

Many other agencies conduct exploratory research in the field of AIDS awareness. Voluntary Health Association of India, USAID, universities talk AIDS programme of the National Service Scheme (NSS), Department of Sports, Govt. of India and many other government as well as NGO’s conduct independent studies to evolve strategies for increasing awareness about the disease. Today, a special challenge in health care is taking on early comprehensive and concentrated AIDS prevention action before a major epidemic would spread. For this a combination of planned strategy and adequate financial and technical resource is required. Appropriate information through the mass media lighting the adverse effects of AIDS and its impact on the society seems to be the top priority.
The mass media should setup an agenda to fight the AIDS pandemic in coordination with the government, medical professionals and the voluntary agencies. So the media in India have treated AIDS more as news than as a growing menace and scourge threatening human lives and dignity.16

An exploratory content analysis conducted by the operations Research Group during 1989-90 revealed the inadequacy of print media coverage of AIDS in India. The coverage of prominent urban dailies focused more on clinical diagnostic research on AIDS in western countries, and little on the AIDS problem in India and its social implications. These are very few independent reports on AIDS and the source most of the stories of international agencies. Further, most sites are located in inside pages or in supplements and content wise were superficial in nature. Newspapers are to quote experts reactive rather than proactive. Instead of taking the initiative to write about the disease with the point of educating the public, the mass media tend to only cover the events related to AIDS and very rarely come up with analytical and thought provoking stories.

From sporadic news, AIDS must become a campaign target of our mass media with following Do’s and Don’ts:

- Media must inform and educate the people not alarm or scare them. The emphasis must be on the HIV which can be prevented from going into unaffected humans.
- Media must hammer the point that AIDS through sexual transmission or blood infection can be prevented. Minimum precaution of use of condoms in sex and sterilisation of skin piercing instruments and their prompt disposal after use.
- Media must report every case pertaining to AIDS be it positive or negative. There must be constant liaison between the media and
medical profession to report on the latest development and research findings.

- Media must highlight and crusade against such practices as quarantine isolation and ostracism of AIDS patients. Besides being an affront to human dignity, these practices will not minimise AIDS infection are injurious to public health as they give a false sense of security to the people outside the stigmatised group that the threat of infection has been removed and the need of precaution minimised. Also such patients will drive the AIDS problem underground and make the campaign against the scourge more difficult.

Community education, using all the latest expertise of mass educators, behavioural scientist and experts has to play a crucial in spreading the message about prevention of this deadly disease. Opinion makers of the society (Political and religious leaders, movie and personalities etc.) must take leadership in educating the public about AIDS and how to avoid contracting this infection. Innovative and positive use of media will go a long way in making AIDS awareness campaign a success. Bringing about behaviour change or providing a framework of support for existing appropriate behaviours requires effective communication and provision of resources. Mainly the requirements includes: Awareness, motivation, ability, environment. A communication backdrop uses mass media to create ‘top of the mind’ awareness and help those working at the ground level to legitimise their activities. For example, The Red Ribbon Express has come to symbolize the international struggle around HIV/AIDS, but this meaning has only developed through continental association with HIV/AIDS messages. The Red Ribbon Express thus acts as a trigger or reminder that links to an individual’s perceptions and understanding of HIV/AIDS. Mass media can be used to provide backdrop communication to HIV/AIDS
activities on the ground, to reiterate key messages and concepts and to achieve clear objectives. It link people to the resources, it can promote vital messages and breakdown myths. It can promote new information and so on. Mass media can follow the following suggestions for effective AISD prevention messaging.

Media must force the authorities to impose rigorous blood testing norms on prostitutes and professional women and issue periodical warning to the public about areas where incidence of AIDS is high.

Media must help the authorities in eliminating commercial blood collection and ensure pre testing of all the blood donors for HIV and other diseases.

Media must respect the right to privacy of AIDS patients and must not subject them to needless exposure and social stigma.

In all other parts of the world, with very few cultural differences, young people are become sexually active at an even younger age.

The opposition of political and religious leaders to open and objective discussions on AIDS education for young people makes implementation of innovative and potentially effective interventions on AIDS a bit more difficult.

Many young people are not sexually active and they have not acquired behaviours which can put them at risk of HIV infection. It is therefore much easier to teach them positive behaviours now than to try to change the negative ones that are firmly established.

The recent government decision on the inclusion of sex education in schools has met with some opposition from certain members of the public, who believe that sex begins with puberty but its social acceptance is delayed with late marriages. Adolescence is a period of curiosity and this makes the adolescent oscillate between peer and porn to bridge the information gap\textsuperscript{17}. Young men and women are faced with various
developmental tasks which they must come to terms in order to achieve necessary biological and psychological progress. Adolescence is a crucial time of life not only for health education and health promotion in general but also for HIV prevention and AIDS education specifically.

The facets of these development demands have been demonstrated which bear significant relationship to HIV prevention.

- **Body**: Mastering the physical changes which accompany puberty and learning to accept one’s own physical appearance.
- **Sexuality**: Acquiring sexual experience and engaging in intimate relationships.
- **Risk Taking**: Handling individuals’ willingness and social pressure to take various health risks.
- **Peers**: Building up social relations and a circle of friends outside the family becoming more and more independent of parents.

A large number of adolescents gather their initial and subsequent experience without condom protection, children and adolescents are regarded as one of the most relevant target groups for prevention and education since short-term sexual encounters, changing portions or drug use often seem to be common elements in the development process. A study conducted by Ashok Sahani and Sudha Yirasagar in 1992 amongst school-going and slum adolescents of Ghaziabad district proved that HIV/AIDS awareness level were distinctly related to economic background, parental education, and mass media exposure. Factors associated with high level awareness were found to be

**School Education + Good Media Exposure + Educated Parents=High Level of Awareness**

Factors associated with low level of Awareness.
Illiteracy + Limited Exposure to Media + Low Parental education = Low Level of Awareness

A study conducted by the team of APAC-MCRC Chennai in 1994, the teenagers are curious to learn about AIDS, STDs, sex and sexuality but also want their parents to be better educated in these matters in order to facilitate free exchange of ideas and opinions at home. It was learnt that young people who wish to learn about these issues do not know where to turn for information. Media messages go down well them.

Mass Media Scenario in India

In the developed western countries, the communication revolution had not preceded but followed the industrial revolution. Western societies had become advanced industrial and urban societies when the communication revolution happened. This revolution was symbolised by the Radio and Television and other ways of ‘Passing ideas, information, attitudes, images from person to person’.

The need for the better role of communication for nation building was considered even after the independence in India. The Indian National Congress while formulating policies for National development for independent India set up a subcommittee on communication under national Planning committee to offer recommendations for development of communication for independent India. Soon after the independence of the country in 1947, the new Indian government announced a development oriented agenda of governance dedicated to the alleviation of the economic, educational and health condition of the people.

With the target of development communication, the new government adopted the recommendations of the erstwhile National Planning committee as the mainstay of its communication policies. The issue of using modern communication acquired high priority as developmental resource during the Nehru era when the planners explored
the prospect of using radio as a development agent, i.e. for information and enlightening the people in the rural areas and towns on development issue.

**IEC as a medium**

Though India continues to remain a low HIV prevalence country, it has the second largest number of estimated HIV positive people in the world. A national IEC strategies framework is required to facilitate a crucial and create process that provides the Central IEC division as well as the State AIDS Control Societies (SACS) with basic set of conceptual and operational frames to be quickly got in the new directions and evidence base for effective message design, delivery and impact.

More specifically, the need for a national IEC framework has emerged for following reasons:

1. A more systematic and evidence based IEC is being seen as more effective also accountable. There has been availability and access to data, findings, lessons and experiences that will certainly add much value and sharpness to the response.

2. The messaging appears to be tiring out and failing to grab the needed pointing to the need to not only enhance the basic message of how HIV/AIDS spreads and how it doesn’t but also go beyond the basic message for more effective primary and sustainable behaviour change.

3. IEC operational guidelines focused mainly on the IEC mass media products/channels. Many of the emerging issues and priorities did not adequately and timely get reflected in it.

4. There is a strong felt need to set basic standards, uniformity, consistency, gender and PLHA sensitivity, cultural conceptuality as well as creativity in broader issues related to HIV/AIDS though obviously it should be tailored to meet the local conditions and situations\(^1\).
Information, Education and communication (IEC) has been and continues to be a major part of the current HIV prevention and care activities. The IEC for awareness generation is operationalised at two levels. At the national level, NACO is responsible for policy, advocacy and strategy formulation and the framing of guidelines for IEC activities countrywide. At the state level, the SACS evolve their IEC strategies according to local needs and priorities. Some of the recent media efforts at national and state levels include:

**Mass Media**
- Television (spots, talk shows, serials)
- NACO-Prasar Bharti-BBC WST partnership for software production
- Radio (AIR, FM) Talk shows, phone-ins, spots, sponsored programmes
- Print (Newspaper, magazine, posters, banners, hoardings, Handbills, stickers etc.)
- Cable and satellite
- Tele counseling
- Website ([www.naco.ac.in](http://www.naco.ac.in))

**Interpersonal Media**
- Targeted interventions
- Family Health awareness
- Schools (SAEP), College and University (UTA, VTA) based programmes
- VCTC’s
- Local Media

**Outdoor Media**
- Hoardings
- Wall Paintings
- Kiosk
Folk Media
• Street Play
• Puppet Shows
• Songs, Drama, Dance
• Mela and Festivals

The World AIDS day, December 1 and the Voluntary Blood Donation Day, October 1, mark two high points of NACO’s efforts to create awareness regarding HIV/AIDS. NACO has established a toll free AIDS telephone helpline with the number 1097 at more than 100 cities in the country provides information and counseling on HIV/AIDS and related issues.

Besides mass media and other IEC activities NACO has also worked on partnership with other ministries and departments NGO’s and other stakeholders for advocacy and capacity building for IEC. Other programme components such as blood safety, FHAC, STD, condom promotion, Training from service component have included IEC components in several ways to enhance the reach and coverage.

Evaluation of IEC

There has been some progress in awareness generation for HIV/AIDS, it is clear that the IEC efforts and initiative have yet to make the desired impact some past assignments, reviews and evaluation (CMS 2003, World Bank 2004, SAEP workshop 2003, Care and support workshop 2003, Parliamentarians Forum Meeting 2003, TI Workshop 2004) have pointed out the good work done and achieved by the IEC efforts, but has also noted the weakness, gaps and problems with the same.
The observations by the reviews and studies with regard to IEC can be clubbed under three broad categories.

- Awareness about the links of STD and HIV need greater reinforcement.
- The earlier mandate of programmes did not include care and support of PLHA’s consequently little in the way of resources or attention was directed to this.
- The communication about availability of STD, PPTCT, ART services needs to be highlighted.

Focus on Messaging and Standard of Communication

- There is a lack of quality communication materials in general and the materials developed were often too ‘medical’ in their orientation.
- Mass media campaigns on HIV/AIDS were not adequately complemented by the interpersonal communication and community development.
- The advocacy activities and other events like the World AIDS Day have largely remained reactive and isolated activities.
- There is a need to sharper strategy and respond to the strategic and specific needs of the audiences.

Management and Capacity Building of IEC

- Capacity for delivering quality IEC material and activities need strengthening.
- There is a lack of coordination of programmes and little coordination across partners and programmes of the various campaigns and messages.
- The monitoring and evaluation system for IEC within the CMIS and outside has not been used in any way for planning or design purposes.
• Negative attitudes towards HIV/AIDS among health care workers were widespread and training and preparations for effective communication of health care workers.

• Activities were concentrated in the same geographic areas, with little expansion and replication of model interventions into other states and department.

• The lack of documentation and institutional memory in the activities and initiative causes wasteful experimentation.

• It is evident that there is an urgent need to look at IEC from a new and fresh perspective to make it more effective and result oriented.

**Media as a message carrier**

Apart from the activities taken by the media as a tool in promoting and propagating awareness not only for HIV/AIDS, but in the other spheres of the society. It has a much bigger role to play in the formation of society nowadays because media has become part and parcel of the modern day society. It is present in every aspect of our life whether it is personal or professional. Media from the view of different propagators of Mass communication theories like Osgood, Lasswell etc. that media is a carrier of messages through different aspects communications may be it is TV, Radio, Newspapers or the internet. It all becomes the message carrier for all types of media. Anything which goes in the public becomes a message and carrier in disseminating different ideas perceived from that particular message. Media is a vehicle for disseminating any form of information, which can reach to all sections of people including both organized and unorganized sectors and conveys information and molds public opinion. Media can play an important role to promote the positive attitudes towards people living with HIV/AIDS. A message in the media doesn’t merely record public and political concerns-it also plays a major
role in shaping public opinion. Considering media as the powerful tool of mass communication of today’s world, it was assessed that how much importance it is giving to the issue. Although many people have heard about the HIV and AIDS through media including television, radio or newspaper but most of them still do not know exactly what HIV and AIDS actually mean.

The mass media have however gained popularity because of their ability to reach a vast majority of people within a short time. \(^{32}\)
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